

What is claimed is:

- 1 1. A segment of channel letter coil comprising:
 - 2 a substrate;
 - 3 a first reflective material disposed upon a first surface of the substrate; and
 - 4 a second reflective material disposed upon the first reflective material.
- 1 2. The segment of claim 1, further comprising an aesthetic material disposed
2 upon a second surface of the substrate, opposite the first surface.
- 1 3. The segment of claim 2, wherein the substrate is metal.
- 1 4. The segment of claim 3, wherein the substrate is aluminum.
- 1 5. The segment of claim 4, wherein the substrate comprises Alloy 3105.
- 1 6. The segment of claim 5, wherein the first reflective material is opaque.
- 1 7. The segment of claim 6, wherein the first reflective material is of a selected
2 color.
- 1 8. The segment of claim 7, wherein the first reflective material comprises a
2 polyester coating.
- 1 9. The segment of claim 8, wherein the first reflective material comprises a
2 thermo-set polyester coating.
- 1 10. The segment of claim 9, wherein the second reflective material is opaque.

1 11. The segment of claim 10, wherein the second reflective material is of a
2 selected color.

1 12. The segment of claim 11, wherein the second reflective material comprises a
2 polyester coating.

1 13. The segment of claim 12, wherein the second reflective material comprises a
2 thermo-set polyester coating.

1 14. The segment of claim 13, wherein the first and second reflective materials are
2 identical.

1 15. The segment of claim 14, wherein the first and second reflective materials
2 have a collective thickness of greater than about 1.2 mils.

1 16. The segment of claim 15, wherein the first and second reflective materials
2 have a collective thickness between about 1.2 mils and 1.4 mils.

1 17. The segment of claim 16, wherein the aesthetic material comprises a
2 fluoropolymer coating.

1 18. The segment of claim 17, wherein the aesthetic material is opaque.

1 19. A roll of channel letter coil comprising:

2 a rolled substrate;

3 a first reflective material disposed upon an inner surface of the substrate; and

4 a second reflective material disposed upon the first reflective material.

1 20. The roll of claim 19, further comprising an aesthetic material disposed upon
2 an outer surface of the substrate.

1 21. The roll of claim 20, wherein the substrate is metal.

1 22. The roll of claim 21, wherein the substrate is aluminum.

1 23. The roll of claim 22, wherein the substrate comprises Alloy 3105.

1 24. The roll of claim 23, wherein the first reflective material is opaque.

1 25. The roll of claim 24, wherein the first reflective material is of a selected color.

1 26. The roll of claim 25, wherein the first reflective material comprises a
2 polyester coating.

1 27. The roll of claim 26, wherein the first reflective material comprises a thermo-
2 set polyester coating.

1 28. The roll of claim 27, wherein the second reflective material is opaque.

1 29. The roll of claim 28, wherein the second reflective material is of a selected
2 color.

1 30. The roll of claim 29, wherein the second reflective material comprises a
2 polyester coating.

1 31. The roll of claim 30, wherein the second reflective material comprises a
2 thermo-set polyester coating.

1 32. The roll of claim 31, wherein the first and second reflective materials are
2 identical.

1 33. The roll of claim 32, wherein the first and second reflective materials have a
2 collective thickness of greater than about 1.2 mils.

1 34. The roll of claim 33, wherein the first and second reflective materials have a
2 collective thickness between about 1.2 mils and 1.4 mils.

1 35. The roll of claim 34, wherein the aesthetic material comprises a fluoropolymer
2 coating.

1 36. The roll of claim 35, wherein the aesthetic material is opaque.

1 37. A method of producing channel letter coil, comprising the steps of:

2 providing a substrate;

3 disposing a first reflective material upon a first surface of the substrate;

4 disposing a second reflective material upon the first reflective material; and

5 rolling the substrate into a coil.

1 38. The method of claim 37, further comprising the step of disposing an aesthetic
2 material upon a second surface of the substrate, opposite the first surface, prior to rolling the
3 substrate into a coil.

1 39. The method of claim 38, wherein the step of providing a substrate further
2 comprises providing a metal substrate.

1 40. The method of claim 39, wherein the step of providing a substrate further
2 comprises providing an aluminum substrate.

1 41. The method of claim 40, wherein the step of disposing a first reflective
2 material further comprises disposing a thermo-set polyester coating.

1 42. The method of claim 41, wherein the thermo-set polyester coating is disposed
2 manually.

1 43. The method of claim 41, wherein the thermo-set polyester coating is disposed
2 using a coating machine.

1 44. The method of claim 41, wherein the step of disposing a second reflective
2 material further comprises disposing a thermo-set polyester coating.

1 45. The method of claim 44, wherein the thermo-set polyester coating is disposed
2 manually.

1 46. The method of claim 44, wherein the thermo-set polyester coating is disposed
2 using a coating machine.

1 47. The method of claim 41, further comprising the step of heating the substrate
2 after the first reflective material is disposed.

1 48. The method of claim 41, wherein the first and second reflective materials are
2 applied to a collective thickness of greater than about 1.2 mils.

1 49. The method of claim 48, wherein the first and second reflective materials are
2 applied to a collective thickness between about 1.2 mils and 1.4 mils.

1 50. The method of claim 47, wherein the step of heating comprises heating to a
2 temperature between about 420°F and about 500°F, for a period of about 25 seconds.

1 51. The method of claim 44, further comprising the step of heating the substrate
2 after the second reflective material is disposed.

1 52. The method of claim 51, wherein the step of heating comprises heating to a
2 temperature between about 420°F and about 500°F, for a period of about 25 seconds.

1 53. The method of claim 44, wherein the step of disposing an aesthetic material
2 further comprises disposing a fluoropolymer coating.

1 54. The method of claim 53, wherein the aesthetic material is disposed manually.

1 55. The method of claim 54, wherein the aesthetic material is disposed using a
2 coating machine.